

#SoDumb: 30 Social Media Mistakes Dealers Make



Erica Sietsma

SVP Product and Strategy

Digital Air Strike

Scottsdale, AZ

206-707-3320

Erica@digitalairstrike.com

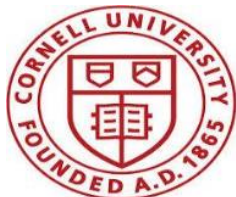


@digitalairstrk
#DASNADA2016
#NADA2016

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product, or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Why Me?



CALLSOURCE®



DIGITAL  AIR STRIKE



#NADA2016

Social Awesomeness



Facebook Ads Help Joe Holland Chevrolet Increase Leads by 30%

GOAL

Joe Holland Chevrolet wanted to increase overall brand awareness, website traffic, leads generated and ultimately sell more vehicles.

SOLUTION

- Digital Air Strike's Social Ads team created a month-long Facebook ad campaign
- Team developed an app that integrated with dealer's CRM
- Ads were targeted to people who had previously viewed the app



RESULTS

- ✓ 116 sales leads generated
- ✓ 4278 dealership website clicks
- ✓ 605,055 Facebook post impressions
- ✓ 114,117 Facebook users reached
- ✓ 30% increase in daily leads

1/23/2015 · Updated review

1 check-in

Sloane contacted me about the previous bad review and solved all my Sloane Toyota problems. Thanks, Sloane Toyota. That was nice of you!

Was this review ...?

Useful Funny Cool

1/21/2015 · Previous review

I have had a bad experience every time I've been here. I'm finally out from under them as I don't... [Read more](#)



Comment from Sloane Toyota Of Glenside D. of Sloane Toyota of Glenside Business Owner

1/26/2015 · Jane, we're pleased to hear that we were able to help resolve your concerns. If there's anything... [Read more](#)



John Brown What beautiful car
November 24 at 3:47pm

Hide 12 Replies



Rizza Cadillac Buick & GMC Why don't you come on down and take it for a spin, John? 😊
November 25 at 6:05am



John Brown I just might do that
1 · November 25 at 6:12am



Rizza Cadillac Buick & GMC Great! We'd love to help you out.
1 · November 25 at 7:40am



John Brown Thanks Rizza I'm taking the car
November 25 at 12:35pm



Rizza Cadillac Buick & GMC Do you have time this week to come take it for a test-drive?
1 · November 25 at 1:10pm



John Brown I'm here now
November 25 at 1:14pm



John Brown I did a test drive
November 25 at 1:15pm



Rizza Cadillac Buick & GMC How did you like it, John?
1 · November 25 at 1:18pm



John Brown Love it
1 · November 25 at 1:22pm



Rizza Cadillac Buick & GMC Awesome! We bet it's going to look great in your garage 😊
November 25 at 1:24pm

John Brown Yes it is
November 25 at 1:50pm

Rizza Cadillac Buick & GMC Congratulations, John! Be sure to snap a picture of you with your new car. We're so happy for you!
November 25 at 1:58pm



Darshak Kakkad @darshakkakkad · May 2
@ToyotaSunnyvale had 2 take day off from work, bt issue is fixed! Thanks Bob! Kudos 2 Larry for being amiable. Hope 2 nt face the issue again
Details

Reply Retweet Favorited More



Darshak Kakkad
@darshakkakkad

Following

@ToyotaSunnyvale : Appreciate the proactiveness of the personnel handling the twitter account!

Reply Retweet Favorited More

6:30 PM - 2 May 2014

#NADA2016

2015 Social Trends Study: Facebook Matters



74% of car buyers are using Facebook [up from 69%]

75% of service customers are using Facebook

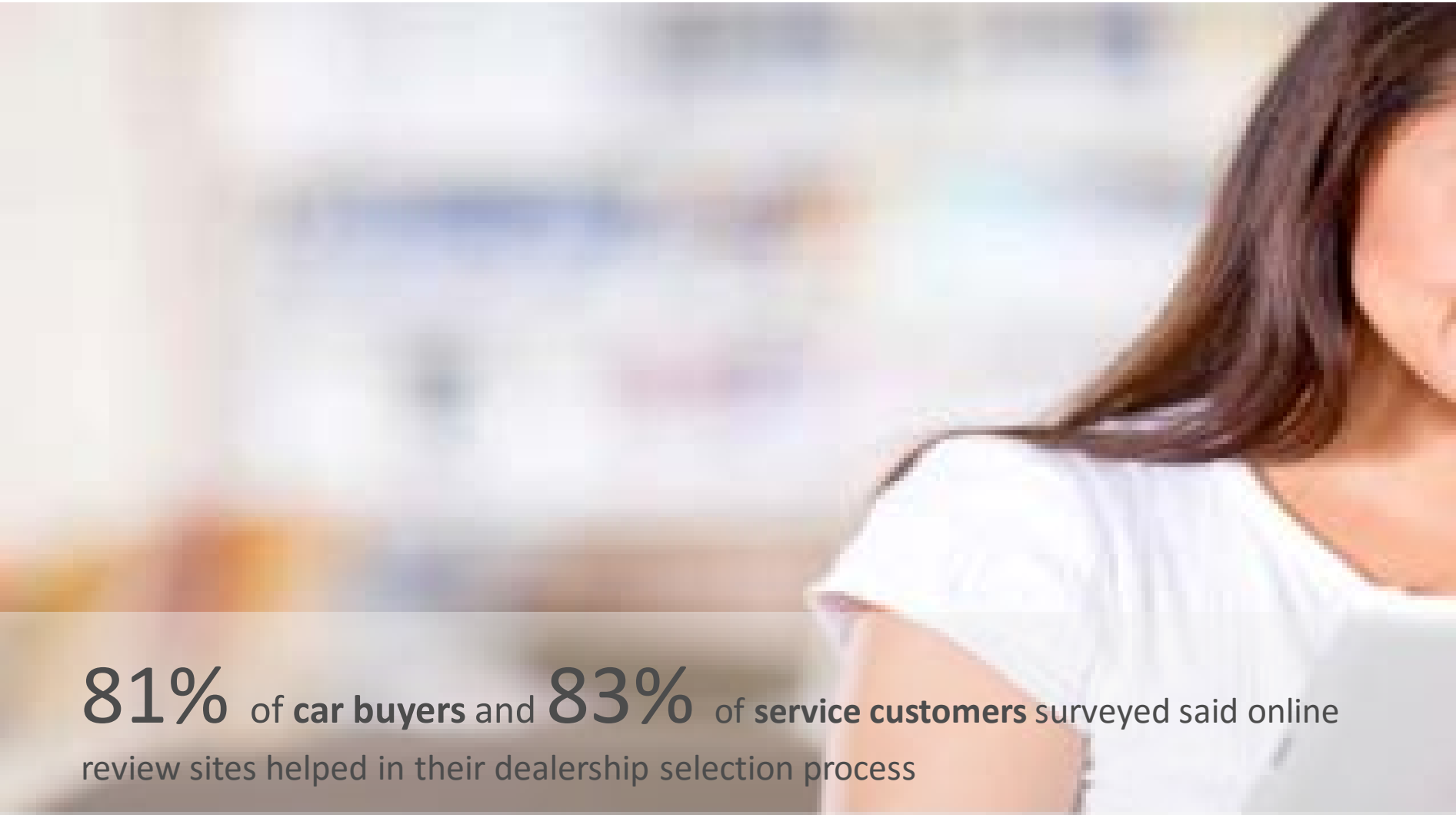
2015 Social Trends Study: FB Ads are Legit

51% of **car buyers** [up from 46% in 2014] and **40%** of **service customers** say they have seen an ad for a local car dealership on Facebook.

66% of **car buyers** have clicked on a FB ad on a mobile device [Up from 33% in 2014]

53% of **service customers** have clicked on a FB ad on a mobile device

2015 Social Trends Study: Reviews Matter



81% of **car buyers** and **83%** of **service customers** surveyed said online review sites helped in their dealership selection process

How this will go down....



- I ask question
- I throw catchbox
- You catch it
- You talk
- You throw catchbox back to me or to next person

#SODUMB: Not participating....

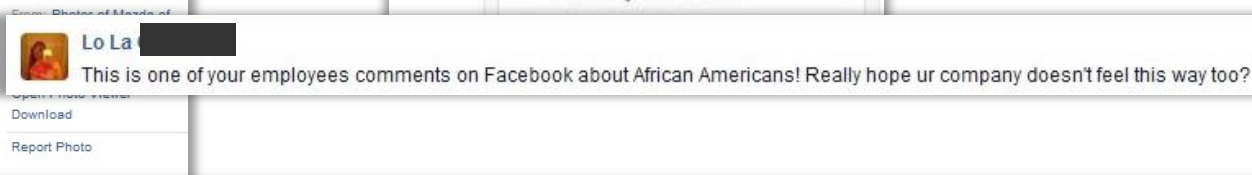
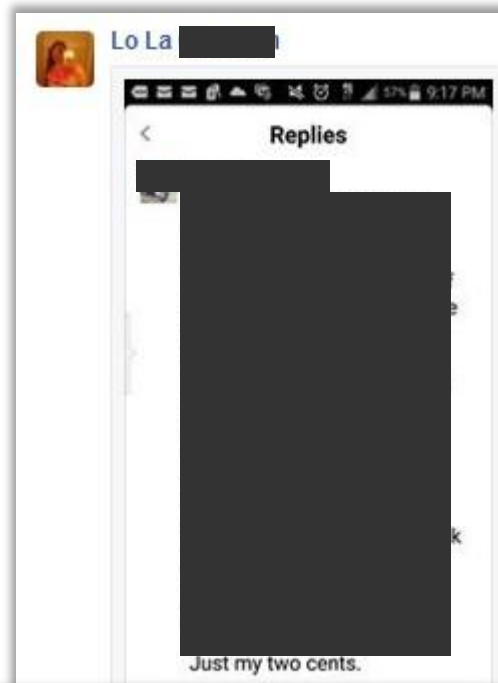
- What do you think some mistakes will be?

Write your guesses on
page 6 of your handout

- Do you think your team is doing any?

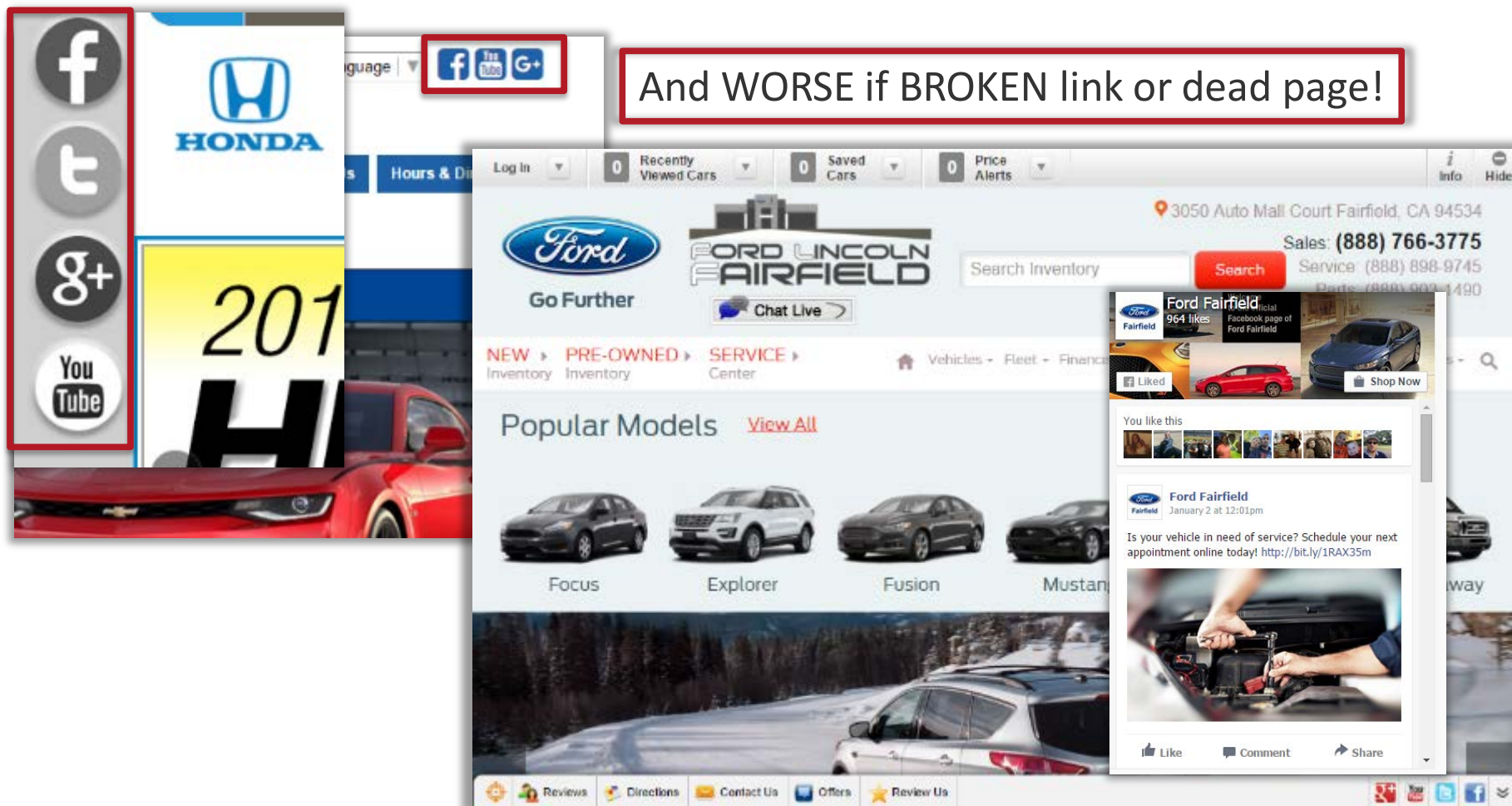
#SODUMB: GENERAL

#SODUMB: Not having a social media policy



#SOSMART: Social media is public and can be detrimental to your company – protect yourself. Set up rules of engagement for public sites that all employees sign.

#SODUMB: Social redirects on website



#SOSMART: Kill the links. Show off your social chops or don't mention it at all.

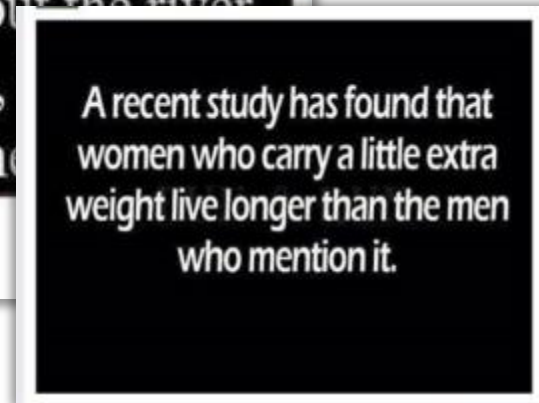
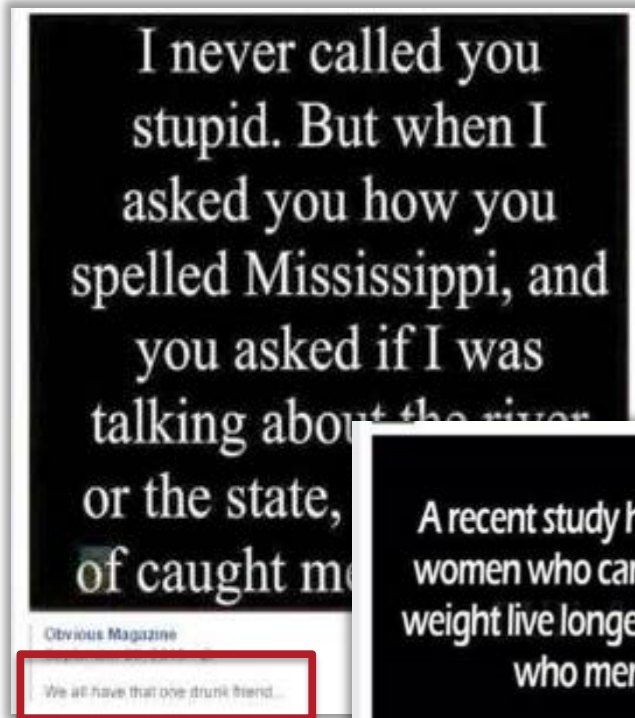
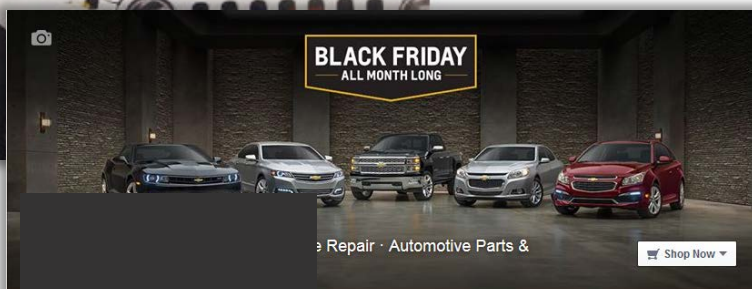
#SODUMB: Only one person handles social



#SOSMART: ALL departments need to be in the social loop and ALL employees encouraged to “participate” in approved ways

#SODUMB: SOCIAL NETWORKS

#SODUMB: Inappropriate or old content



#SOSMART: Common sense. If it doesn't help, don't post it. If it's old, update it.

#SODUMB: Failing to proofread content



Super Clean SUBURU \$26K..



olala~



\$9,990 Sku 3976A	\$10,490 Sku 3621A	\$10,990 Sku T10833A	\$10,990 Sku 3710A
\$11,990 Sku 4163AA	\$11,990 Sku T11241A	\$12,490 Sku 3679A	\$12,490 Sku U476D
\$12,990 Sku 1005A	\$12,990 Sku U476D	\$12,990 Sku 3617A	\$12,990 Sku T11407AA
\$13,490 Sku U466D	\$13,790 Sku T11477A	\$13,990 Sku 3665A	\$13,990 Sku T11336AA
\$13,990 Sku U4762A	\$13,990 Sku U439D	\$13,990 Sku T11363A	\$14,490 Sku U476D

Like Comment Share

#SOSMART: It only takes a minute.
Proof it. Google it.

#SODUMB: Auto-sharing content

Did you know we offer a robust app that helps you manage your Honda? You can use the app to:

1 - Schedule... fb.me/2K2TvJESB

Did you know we offer a robust app that helps you manage your Honda? You can use the app to:

1 - Schedule... fb.me/37ibDljwL

You don't want to miss our very own, [redacted] on the World Power show on March 16!

Stay tuned to Whatever... fb.me/6woxfWzQW

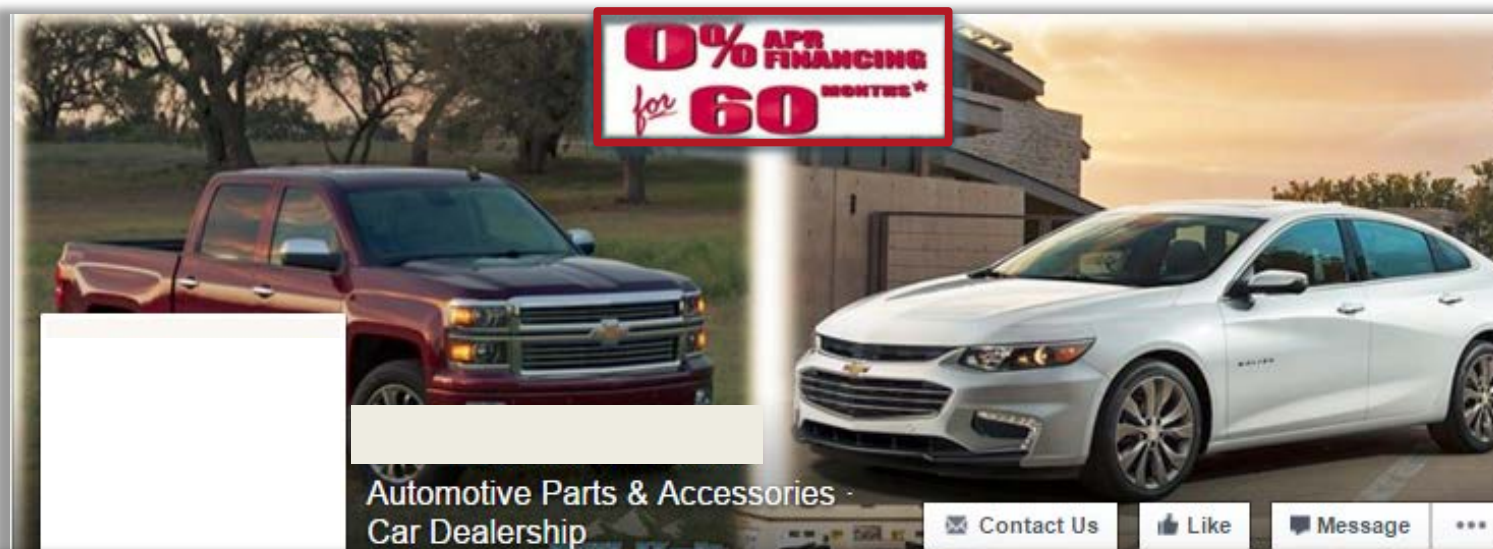
fb.me/4nAIXb2bH

fb.me/3JAcDDyXE

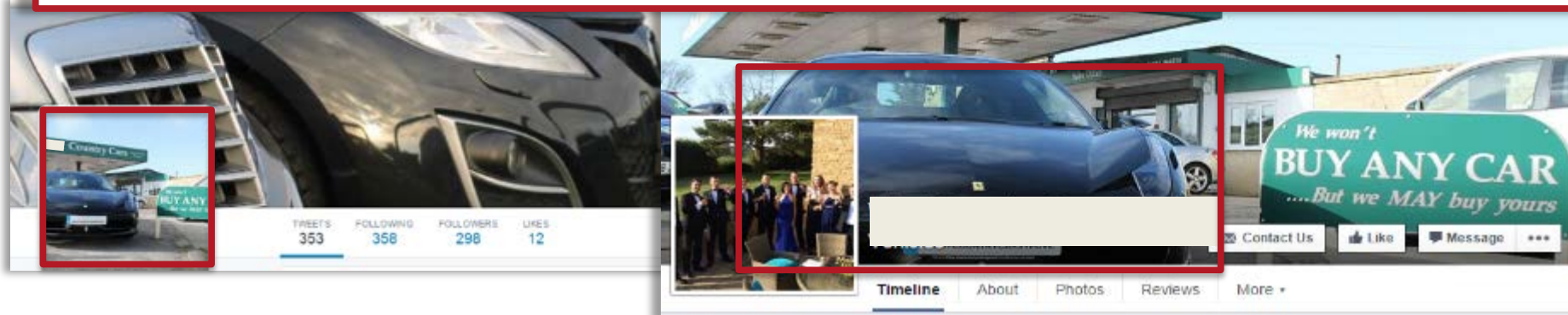
Thank goodness for the SoFlo weather!! It could be worse!
fb.me/3xQ1I8vZH

#SOSMART: If you're going to be on Twitter – CREATE CONTENT FOR TWITTER! It's indexed by Google - don't waste that!

#SODUMB: Fuzzy or wrong size imagery

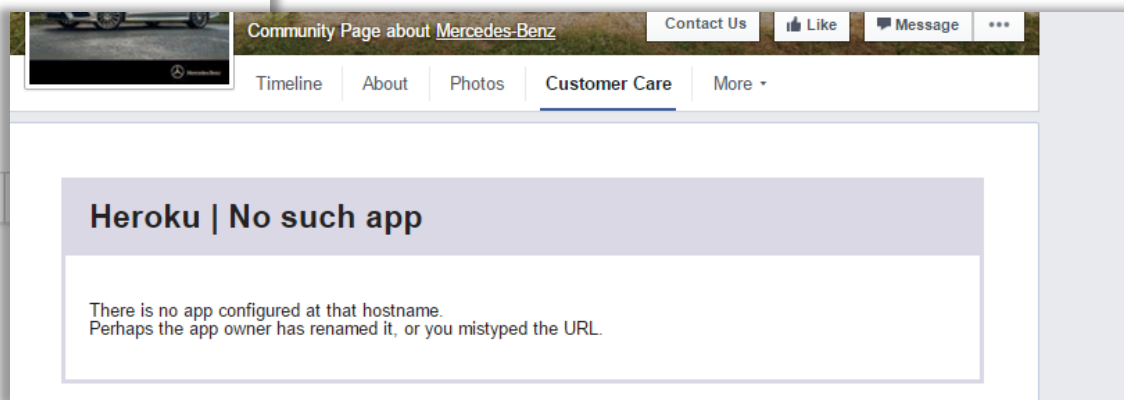
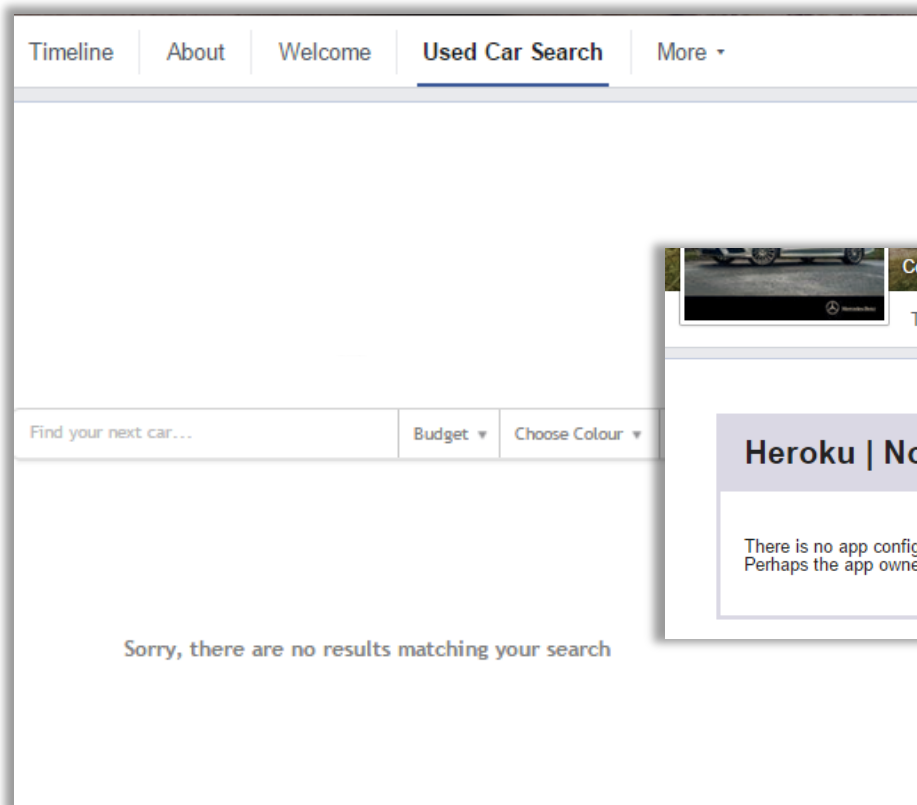


#SOSMART: Don't reuse imagery where it doesn't fit or looks bad. Just because you like a picture, doesn't mean it should be your cover image or profile graphic.



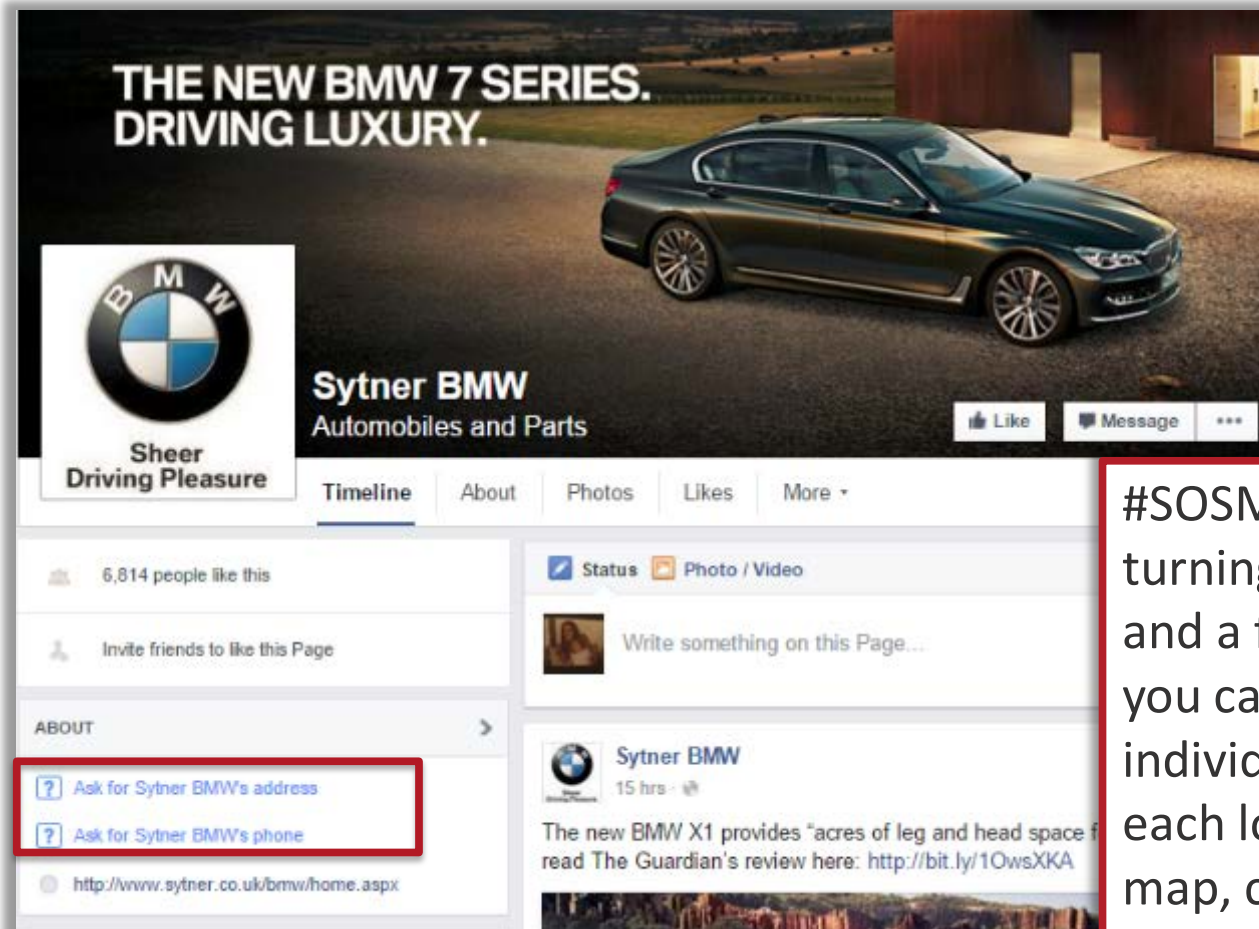
#NADA2016

#SODUMB: Broken Apps



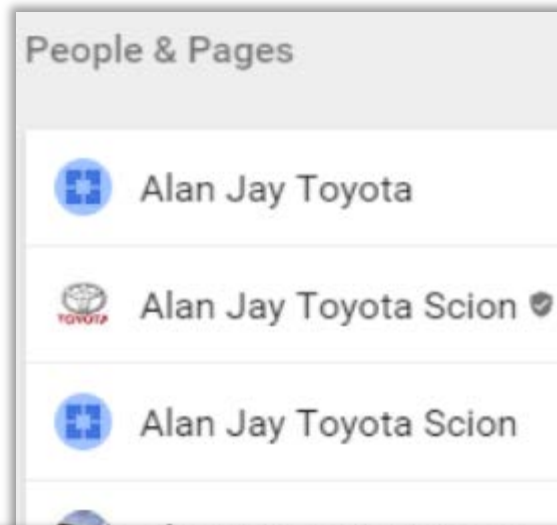
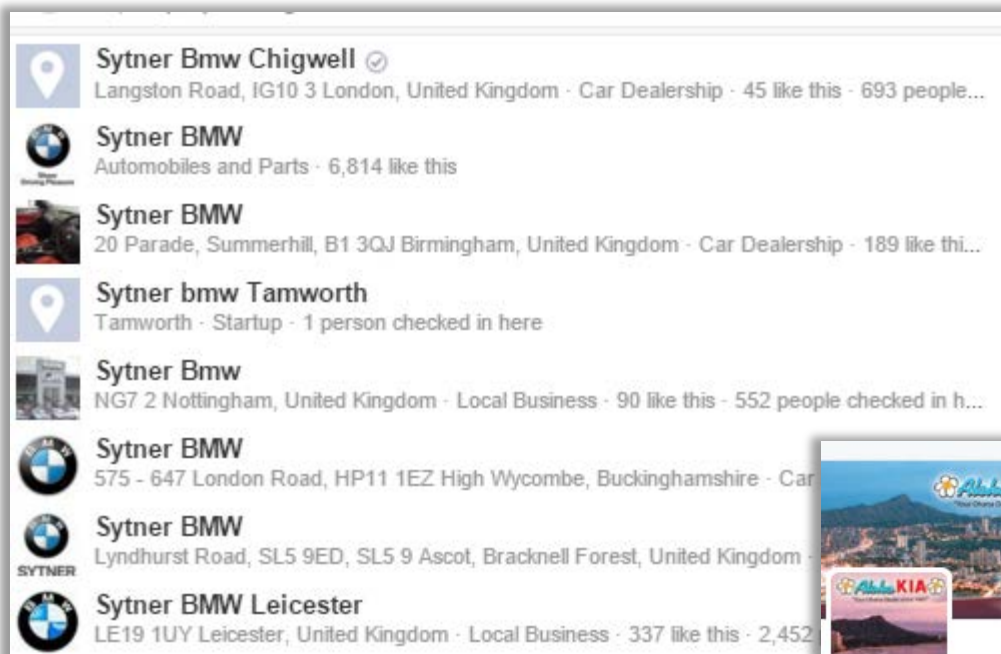
#SOSMART: If you have apps connected to Facebook – check them! If they are broken, turn them off stat!

#SODUMB: Group pages



#SOSMART: With Facebook turning towards search (again) and a focus on local search, you can't afford to not have individual Facebook pages for each location so customers can map, click to call, check-in, and leave a review at the right location.

#SODUMB: Rogue pages



#SOSMART: Check all sites for rogue/duplicate pages. Do whatever you can to get them taken down. Make sure your social policy includes that employees can't create their own site with your business name!

#SODUMB: Updating from mobile device

I find it ironic that Detroit is known as the
#motorcity and yet no one here knows how
to f[REDACTED]g drive

about 3 hours ago via web



@ChryslerAutos
Chrysler Autos

Our apologies - our account was
compromised earlier today. We are taking
steps to resolve it.

1 hour ago via web ☆ Favorite ↻ Retweet ↩ Reply

Ryan found two more 4 bottle packs of
Dogfish Head's Midas Touch beer....
when we drink we do it right
#gettngslizzerd

13 minutes ago via iHeartRadio
Retweeted by 10 people



We've deleted the rogue tweet but rest
assured the Red Cross is sober and
we've confiscated the keys.

about 17 hours ago via iHeartRadio
Retweeted by 100 people




#SOSMART: Limit access to your
social sites, don't let employees
or agencies use tools like
hootsuite with their own accounts
and your business accounts.

#SODUMB: Failure to respond

January 14 at 2:53pm · 🌐

The price has been reduced on this 2013 Dodge Charger! It boasts Beats Audio, Nappa Leather and a sunroof.
Shop Now: [REDACTED]



Certified Pre-Owned 2013 Dodge Charger SXT For Sale in the Avondale & Phoenix Area | Sto...
Certified Pre-Owned 2013 Do For Sale in the Avondale & P

Like Comment Share

54 people like this. Top Comments -

2 shares

Write a comment...

Julio El Duran Ontiveros How much
Like · Reply · January 18 at 12:59am

Heriberto Lopez Jesus Machuca Ust

John G's [REDACTED]
January 7 at 12:33am · 🌐

Careful at this dealer, I was being charged 30000 for a civic ex t MSRP 22,855.

Like Comment Share

Shop Now Like Message ...

#SOSMART: Don't waste leads and opportunities to show you care – RESPOND on social sites or GET OFF THEM! Lack of response is worse than no site at all.

#SODUMB: SOCIAL ADVERTISING

#SODUMB: Ad fatigue – same ol', same ol'

Published by [REDACTED] February 23, 2014

Our Rent To Own Program gets you into a car for as little as \$69/week!




Rent to Own Your Next Car

[REDACTED]

Written by [REDACTED] December 3, 2015

We finance ANYONE! Rent-to-Own your next ride for as low as \$89/week with unlimited 90-day/3000 mile Lube/Oil/Filter service, repairs covered, and the option to trade for any vehicle in stock at any time!



RENT TO OWN for as little as \$89/week!

Sign Up TODAY!

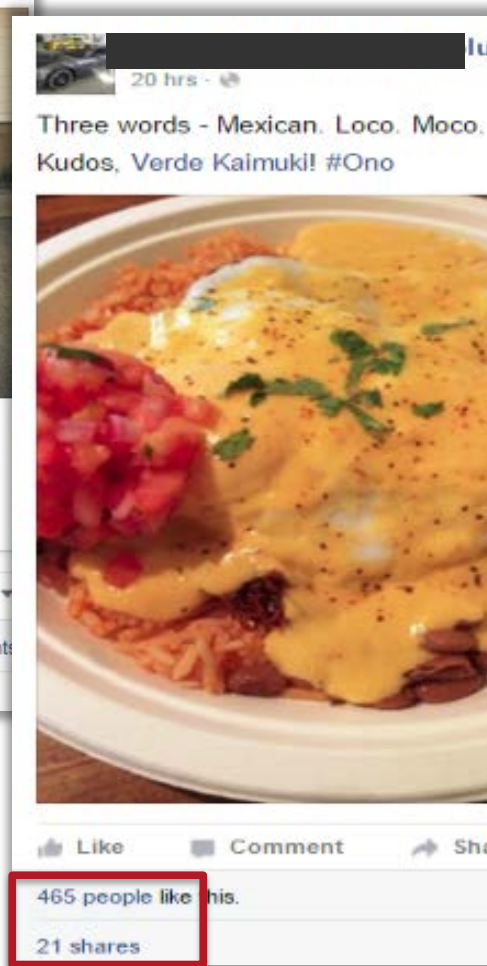
[REDACTED]

Sign Up

More leads in a 30 day period than the stale ad generated in an entire year

#SOSMART: Get more leads by keeping your ads fresh – change the call to action, change your imagery, change your copy. No one wants stale ads.

#SODUMB: Using auto-boost post promotion

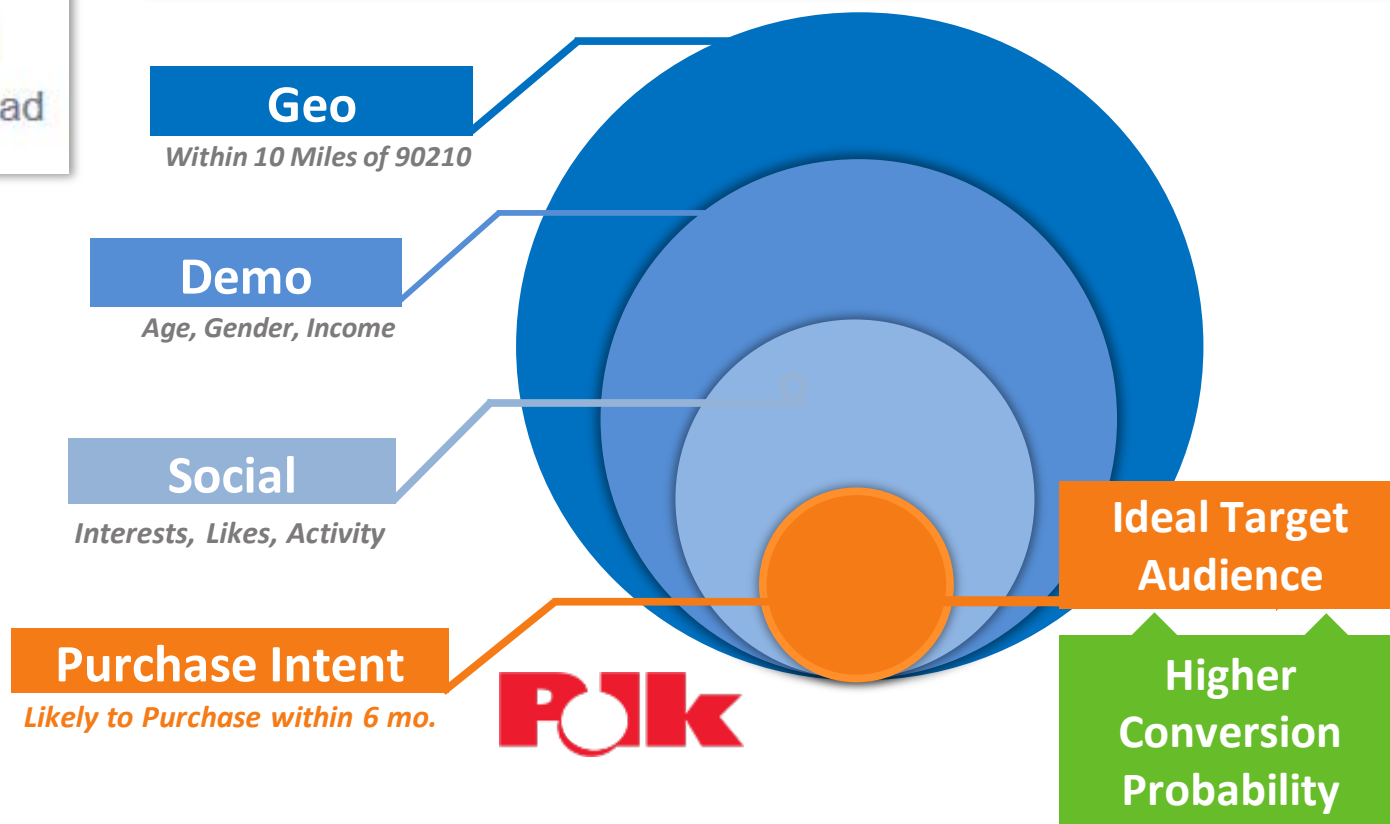


#SOSMART: Use post promotion to promote your business and drive meaningful results.

#SODUMB: Not targeting ad audience

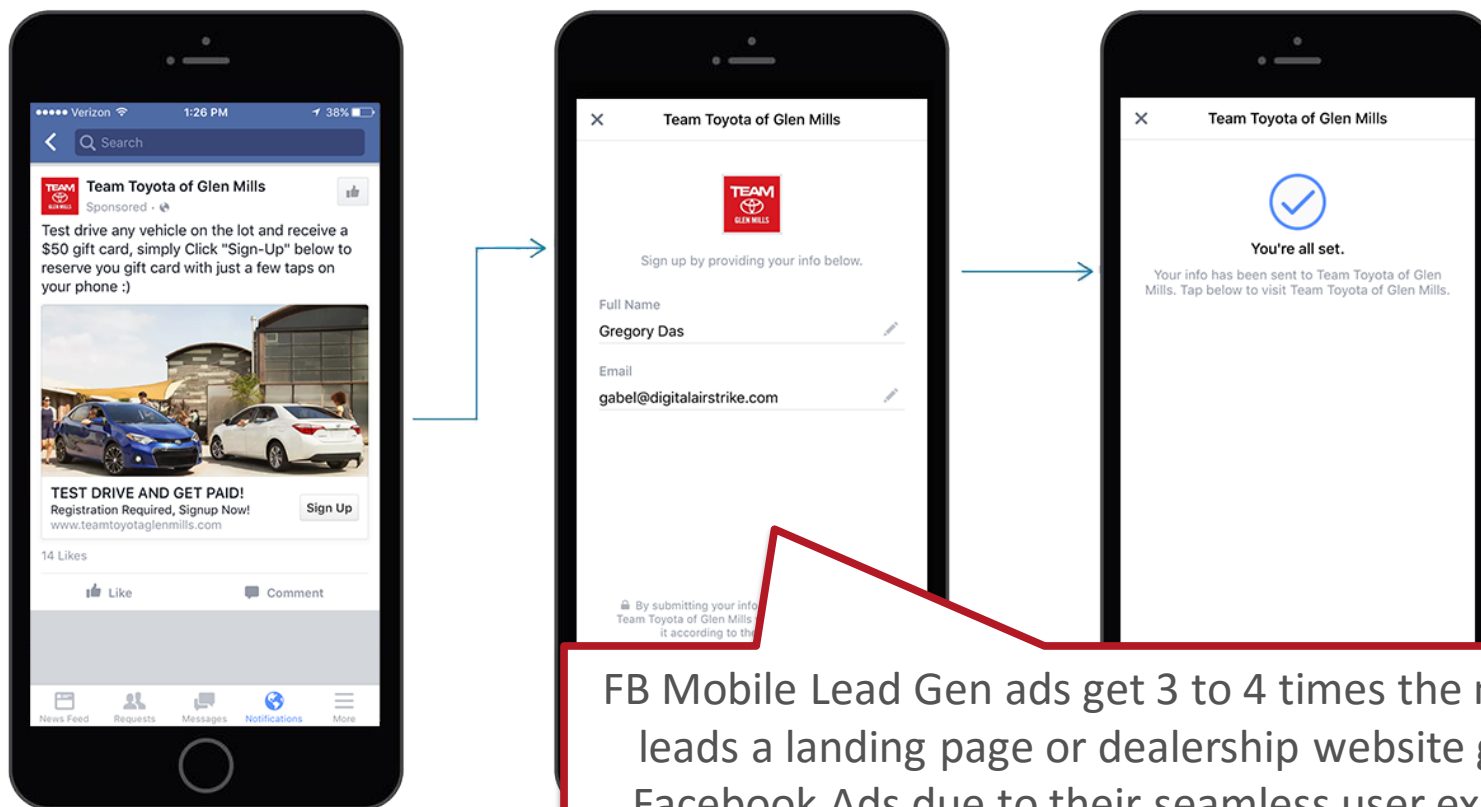


#SOSMART: Get qualified engagement by targeting owners, in-market customers and existing customers with Facebook's robust ad targeting options.



#NADA2016

#SODUMB: Not staying up on new ad types



#SOSMART: New ad formats are created to help INCREASE conversion – keep up and use them!

#SODUMB: FB video ad having YouTube link

If you're looking for a new 2016 Silverado [REDACTED] Superstore has your best deal!

<https://www.youtube.com/watch?v=uwQQnOJctg4&feature=youtu.be>



[REDACTED] Silverado A1 Jan2016

No need for link and a shared YouTube video has lower video views

We have a great selection of #Cherokees! Come see for yourself!




Native video auto-plays and has cleaner look resulting in MORE clicks and more conversions.

#SOSMART: Online video ads have higher retention rate than traditional video – use them correctly and see the benefits!

#SODUMB: Dark posts get comments?!

Pollard Jeep
Sponsored · 🌐

Get \$20k OFF on this 550 horsepower 2014 Rubicon! Call (888) 314-9689 for more info!



2014 YEAR END CLOSEOUT!
6.4L Hemi, Dynatrac Axles, Poison Spyder, King Coil-Overs, way too many upgrades to list! Click "SHOP NOW" to see even more details.

WWW.BOULDERJEEP.COM | BY POLLARD JEEP [Shop Now](#)

Like · Comment · Share · 🍷 56 💬 12 📄 13

Sold \$105K Jeep because of response to dark post comment!

James Schoedinger How much for a trade 2012 Rubicon modified with 4.5" AEV lift, AEV front and rear bumpers, 37" custom painted wheels, rack, full light kit, winch, only 22000 miles, manual tranny



Pollard Jeep James Schoedinger, that's a great looking rig! We would love to catch up with you on Friday and discuss. Hope you have a great Thanksgiving! -Blake
Like

#SOSMART: If you are running ads, get a plan to check for comments either in-house or with your agency

#SODUMB: Failure to properly track ads

Ad Set Name	Results	Reach	Impressions	Amount Spent
<div> <div>Conversions</div> <div>December 2015 (200) - Leads</div> </div>	17 Conversions	2,745	14,411	\$199.80 of \$200.00

Facebook conversion pixels can track website leads in your FB ads manager and can build custom website audiences

Nov 15

Nov 29

Dec 13

Dec 27

Primary Dimension: Source / Medium

Source

Medium

Keyword

Campaign

Plot Rows

Secondary dimension: Medium

Sort Type: Default

	Campaign	Medium	Acquisition			Behavior		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
			62,850 % of Total: 100.00% (62,850)	63.87% Avg for View: 63.87% (0.00%)	40,140 % of Total: 100.00% (40,140)	56.19% Avg for View: 56.19% (0.00%)	2.32 Avg for View: 2.32 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)
	1. (not set)	organic	11,211 (17.84%)	54.60%	6,121 (15.25%)	20.83%	4.04	00:04:05
	2. (not set)	(none)	10,293 (16.38%)	61.16%	6,295 (15.68%)	54.33%	2.42	00:02:27
	3. (not set)	referral	3,932 (6.26%)	62.92%	2,474 (6.16%)	57.04%	2.71	00:02:32

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	social	Always use lowercase
Source	&utm_source=	social network URL shortlink-url facebook twitter	Exclude http://www and .com Always use lowercase
Campaign	&utm_campaign=	promotion-name program-intent (increase-likes)	Remind your future self what you hoped to achieve
Keyword	&utm_term=	don't use	
Ad Content	&utm_content=	social-"seed"/endorser content-clue-time-date-sent	

- Use link-shorteners like goo.gl or bit.ly to compress long URLs
- Don't include personally identifiable information, like names
- GA can't import information about profile-views on your social network profile

Facebook Ads Traffic		1,939 % of Total: 2.74% (70,832)	60.70% Avg for View: 63.95% (-5.07%)	1,177 % of Total: 2.60% (45,294)	1.34% Avg for View: 2.44% (-44.94%)	3.45 Avg for View: 6.62 (-47.95%)
1. facebook	dasfacebook	1,673 (86.28%)	63.54%	1,063 (90.31%)	1.32%	3.37

#SOSMART: Understand how campaigns are performing and build custom audiences by using site-specific pixels and tagging your redirect links with Google's UTM tags so they show in your Google Analytics properly

#SODUMBBONUS: Not doing Facebook Ads



2X

greater reach to
vehicle buyers

5.5X


greater efficiency of
conversion

Source: Facebook

#SOSMART: Learn about social advertising and
how to create strong campaigns and start NOW!

#SODUMB: REPUTATION

#SODUMB: Getting “into the weeds”

 **Graham Hibbert**
★☆☆☆☆ a year ago
Greasy Car Salesmen Here!!

██████ lied when I leased my car, lied when I traded in because apparently it was not worth the buyout but it made up in the sales lot for a nice profit. Classic greasy and unethical practices.

I have bought 4 vehicles from ████████ not to mention vehicles my family has purchased through ████████ over years and this is how I am treated. Not impressed at all.

End of a business relationship

Response from the owner - a year ago

Dear Tyler... oops, I mean "Graham Hibbert". Thank you for your review and your perspective. I am disappointed that you choose to retaliate and stereotype our dealership as "classic greasy and unethical." Based on the other 67 Google reviews we have, I think you stand alone in your comments however. Did we make some mistakes, yes we did. We rushed the lease return process with you and we failed to do a thorough job appraising your vehicle on your initial visit. I also believe we did a poor job communicating the options and lease end situation with you properly. For that I apologize on behalf of my entire team. In my opinion however, we did take swift action to remedy the mistakes that we made and we spent a good deal of time afterwards discussing with you and your father the reasons money was due at the end of your lease. Was your review and malicious comments sufficient justification for our errors? I do not believe so and your use of a pseudo name might answer that question in a similar manner. I believe the cause of your unhappiness is rooted in the fact that you owed some money at the end of your lease which is unfortunate for sure. At the end of a lease you have two options: 1) return it Toyota and 2) sell it to the dealer. 90% of the time, with a well maintained Toyota, there is equity at the end of a lease – meaning it is worth more money than the lease-end or residual value (which Toyota sets). In your scenario, the vehicle was worth less than the lease-end value because the tires were worn out and the windshield needing replacing. If these maintenance items were within safe operating parameters then you would have had some equity too and we could have written you a small refund cheque and we would have likely kept the vehicle on our lot. Our initial plans, given the condition of your vehicle, were that we would return it to Toyota because the lease buy out cost plus the reconditioning expense that your vehicle needed meant that we would not have a sufficient margin required to resell your vehicle and cover the risks associated with selling it. However, if we had returned it to Toyota you would have been responsible for a number of other costs such as repairs to the windshield washers and minor body damage as well. As a measure of good service to a past customer we

we do conduct ourselves in a professional and respectful manner. I am sorry your lease return did not go as smoothly as we both would have liked. Thank you for your business over the years and we wish you happy motoring in the future! The family @

 **Khuram Shahzad**
★☆☆☆☆ 10 months ago

Worst Dealership in Alberta. Never even think about to buy especially used vehicle. If you buy a used one then keep in mind they will give you a paper that its a certify vehicle but which is not its just like as is. And if you go back to them to get something fix they will not bother using "F" word as well. I bought camry hybrid 2010 from them. And on papers their mechanic certify that this vehicle is perfect but when I showed to my mechanic which is another Toyota

Response from the owner - 10 months ago

Dear Ali – I would love to discuss the facts with you. 1) I am proud of our Google Rating because it accurately shows that we take great care of our customers. It also says we are one of the best dealerships in Alberta. 2) You are using this Camry as a taxi and drove 7,000 km's before any issues arose. You also live in Edmonton and I used to live there... I think it's the pothole capital of Canada! I've seen better roads in third world countries! You give me 7,000 km's on a vehicle and I could wear out more than the brakes and struts if I wanted to! 3) After 7,000 km's a strut can develop a leak Even though it left our dealership in good condition we still offered to split the cost of the strut replacement with you. Why?...because we are a great dealership to deal with – we stand behind our product. 4) Our licensed technicians could lose their trade ticket and their careers if they were to misappropriate a legal safety inspection. We would never ask our technicians to compromise their future in that way nor would they do so if asked. 5) This Camry was certified by Toyota Canada. We could lose our Toyota franchise if we were misrepresenting our Toyota Certified Used Vehicle Inspections and I assure you we would not risk our Toyota franchise on the sale of a pre-owned Camry. 6) My team is

#SOSMART: Take it offline – it's not about this one customer and “proving your point” – it's about all the other customers who read your response. Don't look defensive and petulant it could go viral – and not in the good way.

#SODUMB: Only responding to the bad



taylor whitlock
in the last week

★★★★★ Service department, I took my wife's Toyota corolla in on a Saturday at 945am to get an alignment and an oil change. A guy named Lucas [REDACTED] said he would take care of it and it would take about 2.5 to 3 hours because they were busy. 3.5 ... [More](#)

Response from the owner in the last week

Thank you very much for sharing these comments, Taylor. We'd like the opportunity to make this up to you, so if you're willing, please contact our General Manager at [REDACTED]. We hope to hear from you.



Jim Sandrolini
a week ago

★★★★★ Zach Kimball was very helpful in the service department! Would highly recommend him.



Rod Whitt
2 weeks ago

★★★★★ my wife and I bought a new 2015 Highlander limited for Dave [REDACTED]
[REDACTED] The negotiations were not stressful, the price was very fair as well as the extended warranty, and the trade in value was what we expected. The ... [More](#)

#SOSMART: If you're responding to any, respond to all.
Otherwise, you have perception of only responding to squeaky wheel. And responding to every 3rd positive is just as bad!

#SODUMB: \$250 towards your next visit

Response from the owner a week ago

Dear [REDACTED] I would like to say that we are sorry for all of the communication problems that you have experienced with our dealership as it is not the normal situation with our customer service. Since our conversation I have ordered 2 remotes and a spare key for your son at my cost and offered to fill up his gas tank and clean up his car for having to make the trip back to the store to get installed. He has a fresh set of tags and the hard tags should be there next week. The state of West Virginia is notoriously slow with tag and title work and most of the time, they do not get the tags

Don't need to get into details on remedy in business response – don't create a culture of the only way to get anything is by leaving a public review

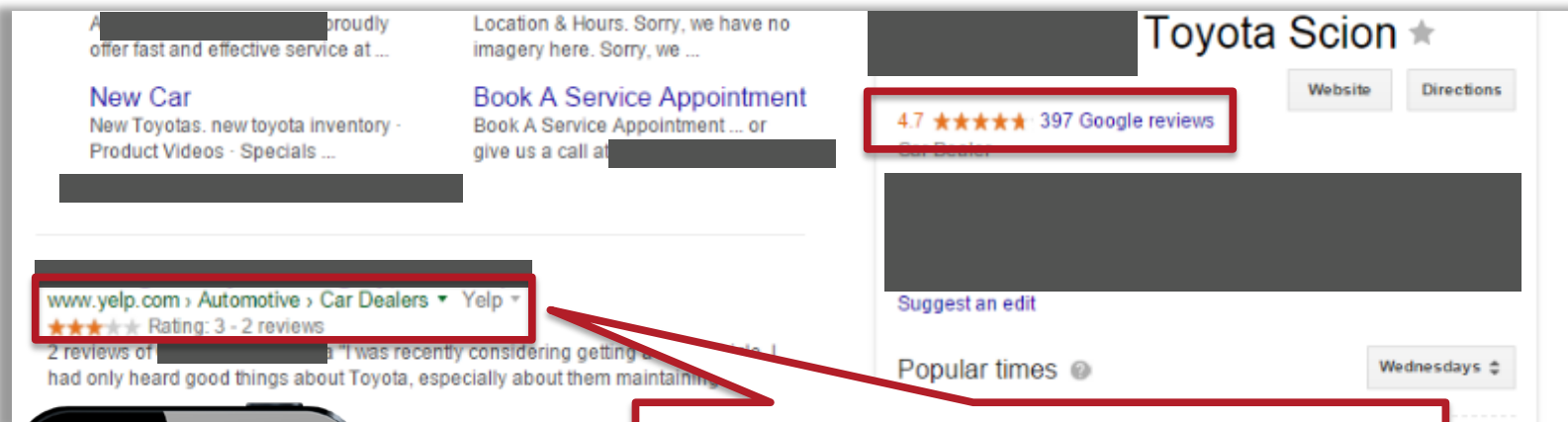
#SOSMART: If you are truly going to correct the situation, let the customer know and ask them to reach out or say you are reaching out and then do so.

#SODUMB: I'll pay you to take down review

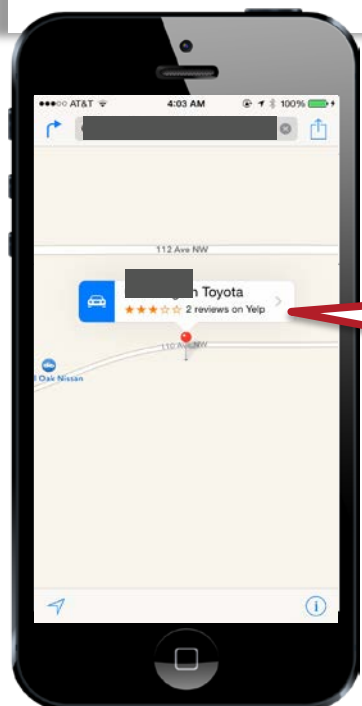


#SOSMART: Be proactive and HANDLE what the customer is upset about and prove to the customer you really do care about service and then you may have earned the right to ask the customer to update their review.

#SODUMB: Yelp is evil, so we ignore it



Huge discrepancy between top two sites with Yelp blatantly being ignored and full focus on Google



Apple isn't ignoring Yelp. Why are you?!

#SOSMART: Pay attention to Yelp and get more reviews by encouraging check-ins with offers and having in-store signage

#SODUMB: 5-star rating, guaranteed!



Herald Yeod
2 weeks ago

★★★★★ We had a phenomenal experience at your car dealership. Kirk was incredible! He explained everything we needed to know and more. sending our friends to Kirk in the future. I'm sure we'll love our new Infiniti, but it is always so much better when ... [More](#)



Jeen avags
2 weeks ago

★★★★★ The negotiating was quick and I like that. The finance representative explained all the options available in a manner that was clear and efficient.



Your Customer's Reviews

Effortlessly gathered on their mobile device.



Positive Reviews Stay Recommended

Keep your positive reviews on the first page while pushing your negative to the back.



Complete Control

All reviews are gathered, 4 & 5 Star are posted to review platforms you

Linden Farm, Inc

10000 N. Main St., Linden, MD 21111

★★★★★

My child has been riding at Linden Farm since 2006. His, name has been a great instructor for her and has taught her how to ride safely and responsibly. Her training is consistent and a great discount on a new seat with that name demonstrated they are ready. My child competes in area horse shows in dressage and hunter/jumper. We have found the prices to be competitive for the area. I highly recommend Linden Farm to any parents that want to introduce their child to horse riding in a safe and encouraging environment.

Public - 1 week ago



Budget Blinds of Annapolis

Parole, Annapolis, MD

★★★★★

Great job from sales to installation. Our windows look great! Eric S. Jeff was very professional!

Public - 2 months ago



Bo Brooks Restaurant & Catering

1000 N. Main St., Bo Brooks, MD 21111

★★★★★

It was a wonderful visit and quality is. Thank you for all that you do.

Public - 4 months ago



Jim Coleman Infiniti

10000 N. Main St., Linden, MD 21111

★★★★★

We had a phenomenal experience at your car dealership. Kirk was incredible! He explained everything we needed to know and more. sending our friends to Kirk in the future. I'm sure we'll love our new Infiniti, but it is always so much better when the sales experience is so positive. Thank you!

Public - 2 weeks ago



Quality Inn Oceanfront

1000 N. Main St., Ocean City, MD 21841

★★★★★

Nice place to stay, especially in the winter months. You can walk around in shorts and flip flops and feel like you are in the tropics - the beds and pool are a nice touch. We have celebrated our anniversary 10 years in a row at this hotel. We've visited several times in the fall as well.

Public - 2 months ago



Bill's Music

1000 N. Main St., Catonsville, MD 21228

★★★★★

Linden Farm, Inc

10000 N. Main St., Linden, MD 21111

★★★★★

Everyone is so nice and friendly! My daughter has truly enjoyed her experience and tells everyone about her lessons at Linden Farm as often as she can. 5 stars!

Public - 2 weeks ago



All Stretched Out Limousine

1000 N. Main St., All Stretched Out, MD 21111

★★★★★

It was a great and successful weekend, and you were awesome to work with. Rodney was a lot of fun and very professional. He did a amazing job all the way around. We will definitely use your company for all our future needs and will absolutely recommend you as well.

Public - 2 months ago



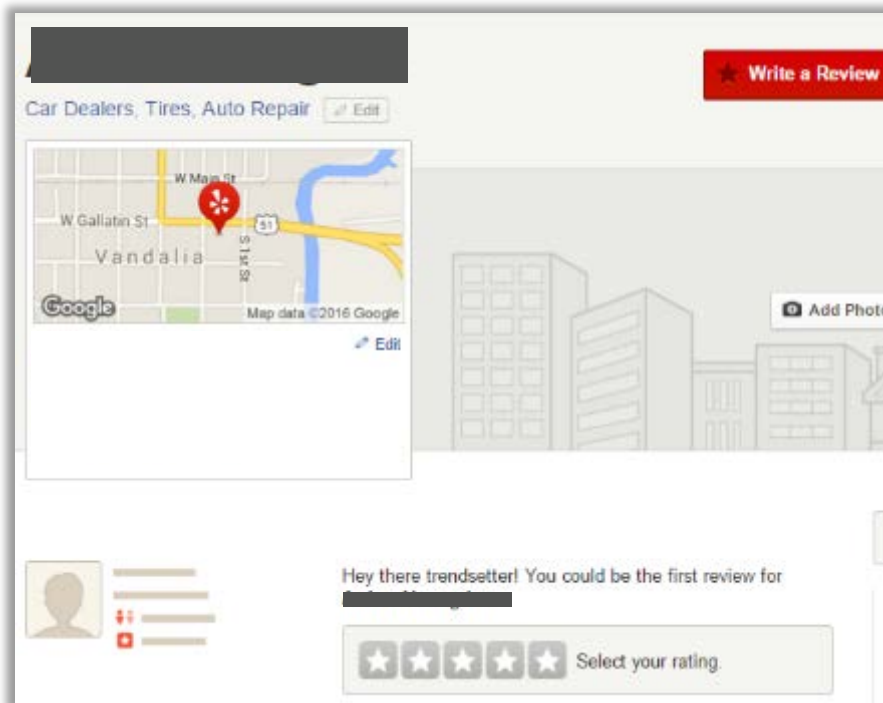
Bo Brooks Restaurant & Catering

1000 N. Main St., Bo Brooks, MD 21111

★★★★★

#SOSMART: If it sounds too good to be true, it is.

#SODUMB: At least 0 reviews isn't a 1 star!

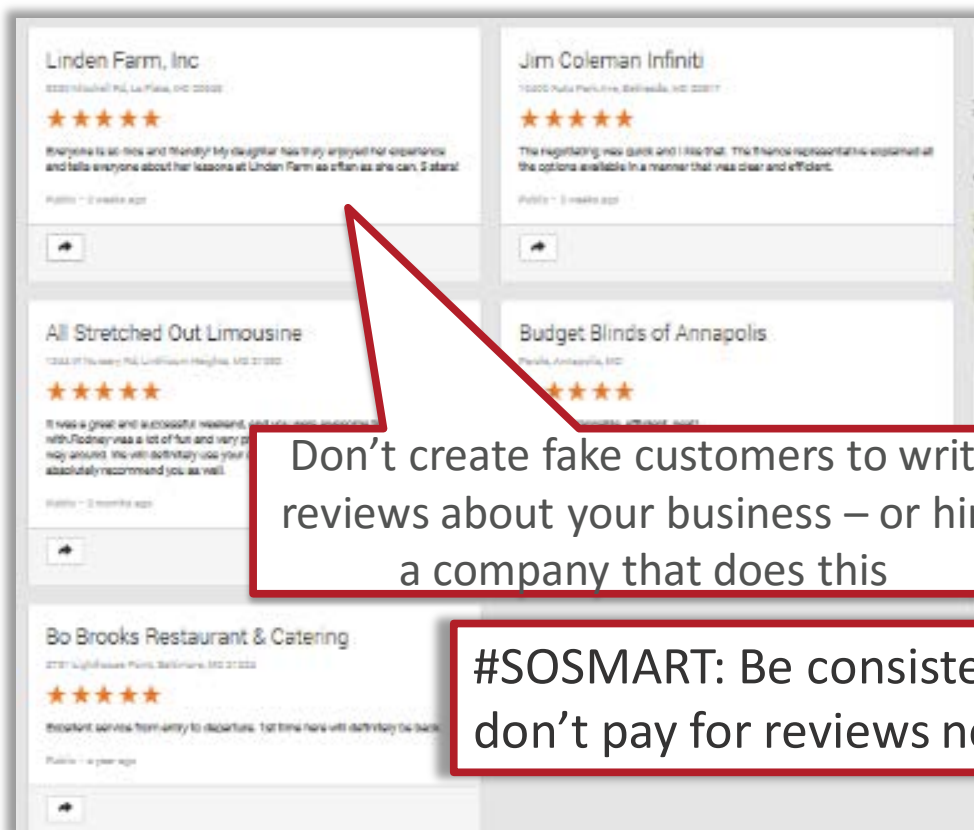


#SOSMART: Have a plan to get reviews across the top sites to get a solid score – goal is at least 10+ reviews per site

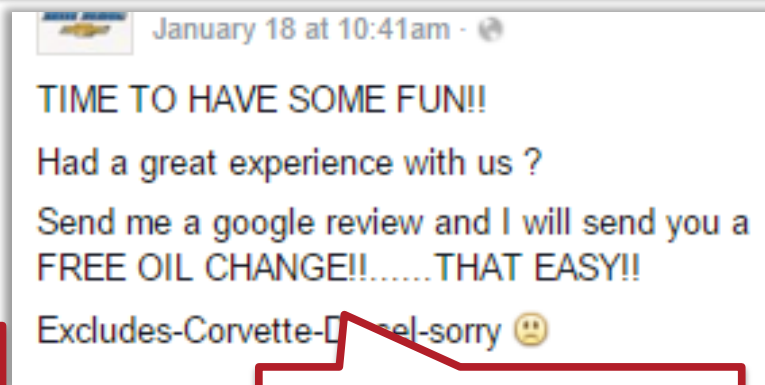
#SODUMB: Violating site terms and the FTC!



Don't jump into action to get new reviews the second you get a bad one



Don't create fake customers to write reviews about your business – or hire a company that does this



This is illegal!!

#SOSMART: Be consistent with review encouragement and don't pay for reviews no matter WHAT the currency!

#SODUMB: DIRECTORIES

#SODUMB: Parking garage?! Closed down?

The screenshot shows a Yelp business page for 'Country Cars'. Several elements are highlighted with red boxes:

- Parking** and **Edit** buttons in the top left.
- Write a Review** button in the top right.
- Add Photo**, **Share**, and **Bookmark** buttons in the top right.
- Add Photo** button in the middle right.
- Edit business info** button in the middle right.
- Is this your business?** button in the bottom left.

The page includes a map of the location, a list of nearby businesses, and a section for claiming the business page.

Country Cars

★ Write a Review

Add Photo Share Bookmark

Parking Edit

Google Map data ©2015 Google

Hey there trendsetter! You could be the first review for Country Cars.

Select your rating.

Is this your business?

Claim your business page and access your free Yelp for Business Owners account.

- Immediately update business information
- Respond to reviews and privately message customers
- See the customer leads your business page generates
- Monitor how many people view your business page

Hours

Add business hours

Browse nearby

Restaurants, Nightlife, Shopping, Show all

#SOSMART: Claim and update your listings with correct information including CATEGORY and when applicable photos of your dealership.

#SODUMB: OEM URL instead of YOUR URL

The image illustrates a common mistake in directory listings. It shows a search result for an Audi dealer with a placeholder URL. A red arrow points from the 'Website' button to a screenshot of the Audi UK website. Another red arrow points from the 'Book a test drive' button to a screenshot of the Audi UK test drive form. A third red arrow points from the 'Book a test drive' button to a screenshot of a directory listing form.

Search Result: Audi ★
Audi Dealer
[Redacted]
Website Directions

URL: .audi.co.uk/locate-a-centre/search-centres/partner-uk/north-east-[Redacted]

Navigation: Build your Audi Finance and Offers Test Drive Find an Audi Centre yourAudi

Menu: me New Cars ▼ Used Cars Company & Fleet ▼ Owners ▼

Audi Logo: Vorsprung durch Technik

Buttons: Book a test drive

Form 1: Select a model
Your selected model: Please select Audi ran... ▼

Form 2: Your details
Mr Mrs Miss Ms
First name Surname
Email
Telephone

Form 3: Find your nearest Audi Centre
Postcode or town Search

#SOSMART: Don't risk losing business – make sure directory sites are listing to YOUR dealership's URL – not the OEM!

#SODUMB: Not checking sites regularly

3 unverified G+ local business pages at 2871 U.S. 1, Lawrenceville, NJ 08648

"LawrenceToyota" – G+ "brand" page. No activity

"Team Toyota Scion" – Unverified G+ local business page at 746 East Lincoln hwy, Langhorne PA.

"Lawrence Toyota Auto Parts" – Verified G+ Local business page. No activity.

"Team Toyota of Princeton" – G+ "company" page. Sporadic posting

Lawrence Toyota Auto Parts

Lawrence Toyota Auto Parts – Google Places listing. No reviews

TEAM PRINCETON

Thanks Google updates!
Took weeks to correct!

Glasgow Audi
4 reviews · ££ · Audi Dealer
520 Hillington Road, Braehead · 0141 565 6300
Closed now

Lookers Audi
3.4 ★★★★★ (7) · ££ · Car Dealer
520 Hillington Rd · 0844 659 4907
Closed now

Edinburgh Audi part of the Lomond Audi Group
1 review · Car Dealer
Bankhead Dr · 0131 669 8844

More places

Duplicate sites can just appear
from nowhere – especially
when OEMs get involved

#SOSMART: Schedule a quarterly review of your top sites to search for duplicates, confirm contact information and all links working properly

#SODUMB: NEVERMORE!

#SOSMART: Make a plan to identify mistakes

#SODUMB: GENERAL

☐ 1. Not having a social media policy for your dealership

Social media policies help with the following:

- a. Current or former employees slandering you and your dealership on any form of digital media
- b. Current or former employees using your business name on any social sites in an unapproved manner
- c. Employees understanding the rules of engagement on your social sites – when/how to interact with consumers, if at all
- d. How their own social media use can impact your business and what is appropriate or inappropriate and consequences for harassment and discrimination

Each mistake has a red box next to it. As you identify those your dealership is doing, check off the box and write out any notes below.

#SOSMART: Pick top 10 to fix

#SODUMB: TOP 10

Mistake	Assigned To	Due Date

Write out your top 10 on page 20 of the handout, assign who from team will be responsible and then give a due date. Once due date arrives, revisit and confirm correction and start again.

Pro Tip: Make a few copies of this page when it's blank so you can use if your dealership has MORE than 10 issues to correct,

#SOSMART: In-house vs. Outsource



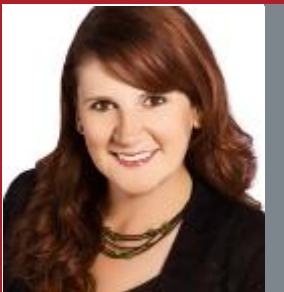
- Lack of subject matter expertise can lead to slower ramp time and mistakes
- Better use of time and resources?
- Single point of failure
- Cross-training and documentation a must
- Easy access to imagery and content



- Subject matter expertise
- Main focus
- No competing priorities
- No transfer of knowledge issues
- Reliant on dealership for custom imagery and some custom content

Questions?

#SoDumb: 30 Social Media Mistakes Dealers Make



Erica Sietsma

SVP Product and Strategy

Digital Air Strike

Scottsdale, AZ

206-707-3320

Erica@digitalairstrike.com



Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

#DASNADA2016
#NADA2016